

FOR IMMEDIATE RELEASE

March 5, 2004

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**GW LAW PRESENTS 50th ANNIVERSARY OF BROWN v. BOARD OF
EDUCATION LECTURE AND BOOK SIGNING FEATURING
HARVARD LAW'S CHARLES OGLETREE
MARCH 18**

EVENT: "All Deliberate Speed: Reflections on the First Half-Century of Brown v. Board of Education," a lecture and book signing by Harvard Law School Vice Dean Charles J. Ogletree

WHEN: Thursday, March 18, 2004, 4 p.m.

WHERE: The George Washington University Law School, Lerner 201
2000 H Street, NW, Washington, D.C.
(Foggy Bottom-GWU Metro, Blue and Orange lines)

COST: The event is free and open to the public. RSVP to ainsenga@law.gwu.edu.

BACKGROUND:

Ogletree is a prominent legal theorist and an outspoken civil rights attorney. In August 2003, he was appointed to head the American Bar Association's Brown v. Board of Education Commission. Ogletree is co-chair of the National Reparations Coordinating Committee and has recently filed a federal lawsuit on behalf of more than 400 survivors and their descendants seeking reparations from the 1921 Tulsa, Okla., race riots. During the Senate confirmation hearings for Supreme Court Justice Clarence Thomas, Ogletree served as legal counsel to Anita Hill. He will discuss and sign copies of his new book, *All Deliberate Speed: Reflections on the First Half-Century of Brown v. Board of Education*. The event is sponsored by The Black Law Students Association (BLSA), The American Constitution Society (ACS) and the Hispanic Law Students Association (HLSA).

Established in 1865, The George Washington University Law School is the oldest law school in the District of Columbia. Accredited by the American Bar Association and a charter member of the Association of American Law Schools, the GW Law School enrolls approximately 1,750 students each year.

Members of the media are welcome to attend the lecture and reception.

For more information, contact Paul Fucito at (202) 994-0616.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE

March 5, 2004

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GW STUDENTS TO STUDY THE INTERNATIONAL MEDIA IN LONDON

WASHINGTON—Nineteen freshmen from The George Washington University will spend six days of their spring break in London, England studying international media. The students will depart on March 12 and will spend their time in London meeting with foreign journalists and documenting their experiences with the British media.

The students traveling to London are part of a group called “Press Room” at GW. Press Room is one of many revolutionary living and learning communities at GW that provide unique opportunities to increase students’ knowledge through experiential learning.

“I am extremely happy that the University is so committed to making our educational experience here at GW so unique,” said freshman Ryan Kelly.

While in London the students will visit various media organizations such as the British Broadcasting Company and the British Film Institute. As they tour these organizations, students hope to meet with foreign journalists and British film and television producers.

“This is an incredible opportunity for these students to learn more about the British media and broaden their perspectives of global media,” said Matt Trainum, GW manager of services for students in transition and Press Room trip advisor.

Through their hands-on experience with the British media, the students will gain a better understanding of foreign media. In addition, the students plan to study the British view of American media, culture and politics.

Two members of the group majoring in electronic media will film a documentary. This documentary will serve as a video journal providing a review of the trip.

A team of journalism students participating in the trip will write an article detailing their experience in London and the findings from their study of British media. The group’s ultimate goal is to have the article published in Washington, D.C., newspapers, such as *The Washington Post*, *The Washington Times* and *The GW Hatchet*, GW’s student newspaper.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

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FOR IMMEDIATE RELEASE

March 10, 2004

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**NATIONAL PUBLIC RADIO THE FOCUS OF
11th ANNUAL GW/KPMG M.B.A. CASE COMPETITION, MARCH 19 - 20**

WASHINGTON – M.B.A. students from 20 domestic and international universities will descend on Washington, March 19 and 20, to tackle issues facing National Public Radio (NPR) at the 11th annual GW/KPMG M.B.A. Case Competition.

About 100 M.B.A. students will participate in the competition. Prior to traveling to Washington, they will have three weeks to review the case, analyze the issues and develop innovative strategies for the nonprofit organization. While at the competition, each team of four students will have 30 minutes to pitch its ideas and then respond to questions from judges for 15 minutes. Representatives from NPR, KPMG executives and local business executives serve on the judges' panel.

NPR is an internationally acclaimed producer and distributor of noncommercial news, talk and entertainment programming. A privately supported, not-for-profit, membership organization, NPR serves more than 770 independently operated, noncommercial public radio stations. Each member station serves local listeners with a distinctive combination of national and local programming.

The GW/KPMG Case Competition is the only such event that addresses issues and challenges facing nonprofit organizations. In recent years, the competition has considered issues facing the National Geographic Society, the American Red Cross, the Kennedy Center and National Symphony Orchestra, the World Bank, the International Olympic Committee and Habitat for Humanity.

The competition broadens the perspective of M.B.A. students – who traditionally pursue careers in the profit-driven private sector – by providing them with insight into how nonprofits are organized and operated, what their role is in society and how they interact with for-profit firms.

Cash prizes are awarded to the first-, second- and third-place winners of the competition. The case was written by Joel Cook and James Thurman, GW associate professors of strategic management and public policy, in cooperation with NPR. For more information about this year's competition, please visit www.gwu.edu/~casecomp/.

Increasingly, GW's School of Business is regarded as one of the world's best. *U.S. News & World Report* has ranked GW 25th for part-time M.B.A. programs and in the top 50 for undergraduate business programs for four consecutive years. Meanwhile, *U.S. News* ranked GW 65th, *Forbes* ranked GW 66th and *BusinessWeek* ranked GW in the top 70 for full-time M.B.A. programs. The M.B.A. program also has been recognized by the World Resources Institute as "cutting-edge" for leadership in training students in social and environmental stewardship.

**For more information about GW's School of Business, visit www.sbp.m.gwu.edu.
For more news about GW, visit the GW News Center at www.gwnewscenter.org.**

FOR IMMEDIATE RELEASE

March 15, 2004

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**GW'S DIMOCK GALLERY PRESENTS AN M.F.A. THESIS EXHIBITION
MARCH 31-APRIL 9**

Works by Painters Brenda M. Sylvia and Caroline Danforth on Display

EVENT: The George Washington University Dimock Gallery and the Department of Fine Arts and Art History present: Brenda M. Sylvia, "Sense of Place" and Caroline Danforth, "Folded." This is a two-person Master of Fine Arts (M.F.A.) thesis exhibition of paintings.

WHEN: Opening Reception: Wednesday, March 31, 2004, 5 p.m.-7 p.m.
Exhibition Dates: Wednesday, March 31, 2004 – Friday, April 9, 2004
Gallery hours: Tuesday – Thursday, 11 a.m.-1 p.m.; Friday, 11 a.m.-3 p.m.

WHERE: The George Washington University
Dimock Gallery, Lisner Auditorium, Lower Level
730 21st Street NW, Washington, D.C. (Foggy Bottom/GW Metro, Blue and Orange lines)

COST: Free and open to the public. For more information call (202) 994-1525.

BACKGROUND:

Painter Caroline Danforth explores topographic patterns to achieve different surface effects and emotional responses in her paintings. Brenda Sylvia's landscape paintings express her personal visions of Carderock, Md., where she has worked on location for the last four years.

Danforth's subject matter focuses on patterned, crumpled fabric, figure and landscape. She paints on wooden panels or wooden boxes that protrude from the wall. Some figural paintings involve observations of her anatomy, specifically her back. All paintings are small in scale, measuring between 3" x 3" up to 9" x 9". In this diminutive size, the highly controlled paint surface becomes identified with the picture plane. Artists who have influenced her work are Edouard Vuillard, Stuart Shils and Jean-Baptiste-Siméon Chardin. The landscapes are based on sketches done at Sky Meadows State Park, located an hour west of D.C. Danforth has had recent exhibitions at the Fraser Gallery in Bethesda, Md., during 2002 and 2003. She is a summa cum laude graduate of Mary Washington College where she studied fine art, art history and German.

A sense of place informs the landscape paintings of Sylvia. She says, "The act of painting outside and experiencing nature...is an integral part of my work. Through my paintings, I want to share with others my emotional response to a particular place." The paintings, such as one entitled "Cliff Tree" (40" x 26"), 2003, encapsulate the artistic energy inspired by the beauty of nature. Sylvia has shown extensively in the Washington area, notably in 2000 at The Rock Creek Gallery and in 2002 at the Rappahannock Art League, 39th Annual Exhibition, where she won "Best in Show," and in Washington D.C.'s Art-O-Matic. Sylvia is a summa cum laude graduate of James Madison University where she received her B.F.A. in 1983. She was awarded an M.F.A. in painting from GW in January 2004.

For more information about the GW Art Galleries, visit www.gwu.edu/~bradyart.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE

March 17, 2004

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ELLIOTT SCHOOL REORGANIZES IN RESPONSE TO RAPID GROWTH

Continued Growth in Enrollments Drives Internal Reorganization

WASHINGTON – The George Washington University's Elliott School of International Affairs has undertaken a major reorganization to improve planning and coordination as the number of its students, faculty, academic programs, research activities and public events continues to grow. The reorganization adds an associate deanship and a new research center.

According to Dean Harry Harding, the main purposes of the reorganization are to improve long-term planning – including enrollment management and budgeting – to enhance coordination of academic programs and student services and to maintain the school's ability to design and implement innovative new programs. "Our enrollments, our research activity and our visibility are all growing rapidly," Harding said. "At the same time, we intend to develop important new educational initiatives such as the new 'Writing in the Disciplines' and other programs designed to increase student-faculty engagement. All this will require more careful budgeting of financial and human resources, and then better coordination across what has become a far more complex organization."

All associate deans will report directly to Harding. The new division of labor means that some administrative units within the Elliott School now have different reporting lines, which group units working on related activities more closely. The changes, which became effective January 1, include:

- The position of associate dean for research and faculty affairs has been renamed the **associate dean for faculty and student affairs**. **Professor Ed McCord** has returned to administrative service to take up this position, which is responsible for convening the dean's council and the Appointments Promotion and Tenure (APT) Committee, for developing and implementing policy relating to faculty and students and for overseeing the Elliott School's scholarly centers and research and policy programs. The Office of Academic Advising and Student Services also reports to McCord.
- The position of associate dean for curriculum and student affairs has been renamed the **associate dean for academic programs**. This position continues to be held by **Professor Hugh Agnew** who remains responsible for the design, administration and evaluation of all of the Elliott School's academic programs. He also is assuming responsibility for overseeing the Elliott School's professional education programs, skills courses and outreach programs, as well as its international education activities – partnerships with other graduate programs in international affairs abroad. The Office of Graduate Student Career Development also reports to Agnew.

- A new associate deanship, to be known as the **associate dean for management and planning**, has been created. Its principal responsibilities are to improve the coordination among various units within the Elliott School that work on related activities, to plan budgets and student enrollments and to identify and develop new initiatives that can attract additional visibility and revenue. The offices of administrative and fiscal affairs, graduate admissions, public affairs and advancement all report to this associate dean. This position will be filled through an open search, with the incumbent simultaneously occupying an appointment as a contract faculty member. Pending the outcome of the search **Assistant Dean Kristin Lord** holds the position on an interim basis.
- **Professor Harvey Feigenbaum** has become the founding **director of the Institute for International Studies**, a new scholarly center created within the Elliott School with support from a Title VI grant from the U.S. Department of Education. The new institute will serve as an intellectual home for Elliott School faculty, whose interests lie outside the scope of the school's three existing scholarly centers. The institute will soon launch a series of discussion groups on topics faculty members have identified, with the hope that some will eventually become formal research and policy programs. One research and policy program, called "Culture in Global Affairs," is already housed within the institute.

Lord's present position, assistant dean for professional and international education, will remain vacant after the reorganization. Programs formerly managed by this position are now being directed by others. This includes the Masters in International Policy and Practice (MIPP), which will now be directed by Sharon Wolchik, professor of political science and international affairs. Other for-credit programs including the skills curriculum for graduate students, the U.S. Foreign Policy Institute and the Elliott School's international partnerships will be overseen by the associate dean for academic programs. The non-credit outreach programs Governing in the Global Age and Project LINKS, will now be housed in the Institute for International Studies.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE

March 12, 2004

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ELLIOTT SCHOOL RENAMES TWO GRADUATE PROGRAMS

New Names Better Reflect Academic Emphasis of Each Program

WASHINGTON—The George Washington University's Elliott School of International Affairs has changed the names of two of its Master of Arts programs to better reflect the academic focus of the programs.

The **M.A. in International Science and Technology Policy**, formerly called the Science and Technology Policy Program, is administered by GW's Center for International Science and Technology Policy (CISTP), one of the Elliott School's renowned research centers. The program, one of the first of its kind in the United States, trains students to understand and manage issues at the intersection of science, technology, industrial strategy and structure and government policy. The name change more accurately describes CISTP's comparative approach to science and technology policy and government policy as they apply to international relations. As a part of a prestigious research center, this M.A. program offers students an opportunity to learn about projects that are a part of CISTP's important international research and exchange activities.

The **M.A. in Latin American and Hemispheric Studies**, formerly called the M.A. in Latin American Studies, is administered by GW's Latin American Studies Program, founded in 1966. The addition of the word "hemispheric" to the program title echoes the increasing integration of Latin America and the Caribbean affairs with those of North America. The mission of the Latin American Studies Program is to provide students with an interdisciplinary foundation of knowledge about Latin America and the Caribbean and its increasingly important role in the hemisphere. The program's goal is to provide students with opportunities to acquire marketable skills for rewarding careers in business, diplomacy, journalism, public service and academia.

"It is important for the University and for students to have the official names of our academic degrees accurately portray what a student will learn about in those programs," said Harry Harding, dean of the Elliott School. "These two M.A. programs in particular have grown in scope and a name change was in order."

Students who are presently enrolled in either of these masters programs will have the "old" names appear on their diplomas, although from fall 2004 onwards, the new names will be used to identify these programs.

Students with questions about their Elliott School curriculum as it relates to these programs should contact the Office of Academic Advising and Student Services in academic suite 302, at 1957 E Street NW, or call 994-3002.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE
March 10, 2004

MEDIA CONTACT: Eric Solomon
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**NEWSWEEK CONTRIBUTING EDITOR ELEANOR CLIFT TO KEYNOTE
GW's 2004 WOMEN'S LEADERSHIP CONFERENCE
MARCH 26**

One-Day Conference to Address Women's Issues, Career Consulting and Communication

EVENT: "A Lifetime of Learning," a one-day women's leadership conference addressing women's issues such as effective communication and listening skills, negotiating your worth, living the life you want, and gaining personal and career opportunities from professional, nonprofit and social organizations. GW's 2004 Women's Leadership Conference is sponsored by the Mount Vernon Alumnae Association, The Columbian Women of The George Washington University and The GW Alumni Association.

Eleanor Clift will keynote the conference and sign copies of her new book, *Founding Sisters and the Nineteenth Amendment*.

WHEN: Friday, March 26, 2004
8 a.m. – 4 p.m.

WHERE: The George Washington University
Mount Vernon Campus, Hand Chapel
2100 Foxhall Road, NW, Washington, D.C.

COST: For registration and fee information, visit www.gwu.edu/alumni/events/womenconf1.html.

BACKGROUND:

Clift is a contributing editor for *Newsweek*, where she reports on the White House, presidential politics and other national issues. She is a regular panelist on "The McLaughlin Group" and a political analyst for the FOX News Network. With her husband, Tom Brazaitis, Clift is the author of *Madam President* and *War Without Bloodshed*.

GW's Women's Leadership Conference is a joint project of the Mount Vernon Alumnae Association, The Columbian Women of The George Washington University, and The GW Alumni Association. Now in its second year, the conference aims to bring accomplished women to campus to share their wisdom and knowledge with future generations of women leaders.

**For more information about this event contact Shannon R. Mouton at
(202) 994-3990 or smouton@gwu.edu.**

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE

March 17, 2004

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**ARGENTINE AMBASSADOR TO DISCUSS THE KIRCHNER ADMINISTRATION
AT GW CENTER FOR LATIN AMERICAN ISSUES EVENT
MARCH 23**

EVENT: His Excellency **Jose Octavio Bordon**, Argentine Ambassador to the United States, will present "The Kirchner Administration: Progress to Date and Challenges Ahead," a public forum about Argentine President Nestor Kirchner. The program will be hosted by The George Washington University Center for Latin American Issues (CLAI), a research arm of GW's School of Business.

WHEN: Tuesday, March 23, 2004
Registration: 10:30 a.m.
Presentation by Ambassador Bordon: 11:00 a.m.
Q&A Session: 11:30 a.m. – noon

WHERE: The George Washington University
1957 E Street, Lindner Commons, 6th Floor
Washington, D.C. (Foggy Bottom-GWU Metro, Orange and Blue Lines)

COST: The event is free and open to the public.

BACKGROUND

GW's CLAI was established in November 1998 to encourage debate on major political, economic and social issues affecting Latin America and Latin American-United States relations; stimulate the preparation of scholarly publications and articles about Latin America; conduct educational training programs that utilize the unique resources of the University and of other institutions in Washington, D.C.; and to expand GW's Latin American Studies Program.

**Media wishing to attend this event should contact
Robert Moll at rmoll@gwu.edu or Rafael Marin at clai@gwu.edu.
For more about CLAI, visit www.gwu.edu/~clai or contact
CLAI Director Jim Ferrer at (202) 994-5205.**

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE

March 22, 2004

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GW SCHOOL OF MEDIA AND PUBLIC AFFAIRS REORGANIZATION MOVES TO NEXT PHASE

Implementation Committee to Develop Plan for Integrating Undergraduate Curriculum, Centralizing Administration and Maximizing Existing Production and Research Facilities

WASHINGTON – The George Washington University School of Media and Public Affairs (SMPA) will undergo a reorganization, following a blueprint for academic excellence recommended by a Task Force of media executives, prominent journalists, political experts and GW faculty. Executive Vice President for Academic Affairs Donald R. Lehman has appointed a faculty implementation committee to:

- Develop a plan to evolve from three separate undergraduate degrees to a more focused and integrated curriculum around one or two degrees. The committee has been asked to consider a single undergraduate degree in Media and Public Affairs with two tracks in Journalism and Mass Communication, and Political Communication, or two degrees in those areas with a substantive core curriculum;
- Develop a plan for a smooth transition from the current degree structure to the new with the goal that existing students be able to complete the degrees they enrolled to seek;
- Develop a plan for a more centralized administrative structure and admissions policies to efficiently achieve a common mission in excellence in media and public affairs within the context of the Columbian College of Arts and Sciences;
- Develop a plan for creation of a Digital Media and Research Center to serve the reconfigured School and other programs with similar missions. Among the goals would be to support more student television news programming and multi-media production of student work and research in public affairs communication;
- Develop a plan for appropriate offerings in graduate education to compete nationally, reviewing the School's existing master's degree, and exploring collaborative doctoral and graduate certificate programs in documentary and other areas;
- Develop a plan for redeployment of existing faculty resources and assessing the need for additional faculty and staff to fully implement the new curriculum and increase enrollment.

“Through my charge to the committee, my aim is to begin the process of change that is necessary for moving the School to the next level of academic excellence,” said Lehman. He added that his charge is driven by the following conclusion contained in the Task Force Report:

- more -

“The School of Media and Public Affairs (SMPA) can and should be the preeminent center for learning and research about the creation, dissemination, processing, and effects of news and information and their relationship to public affairs. Drawing on its key locational advantage, SMPA can offer its students a unique educational experience grounded in constructive engagement in Washington’s political and media institutions. This goal is highly consistent with the broader mission of The George Washington University, and its attainment would contribute significantly to that mission.”

The SMPA Implementation Committee will be chaired by Elliot Hirshman, professor and chairman of the GW Department of Psychology. Committee members include Harold Wolman, professor of political science, public policy and public administration; Steven Keller, assistant professor of media and public affairs; Janet Steele, associate professor of media and public affairs; Christopher Sterling, professor of media and public affairs; Kimberly Gross, assistant professor of media and public affairs; Mark Feldstein, associate professor of media and public affairs; Carl Stern, J.B. and Maurice C. Shapiro Professor of Media and Public Affairs; and Edward Caress, professor of chemistry and associate dean of the Columbian College of Arts and Sciences. The committee has been asked to complete its work by September 10, 2004.

The School was formed in the early 1990s as the National Center for Communication Studies and was renamed the School of Media and Public Affairs in 1995. It currently offers undergraduate degrees in Journalism, Political Communication and Electronic Media and a master’s degree in Media and Public Affairs. In March, 2001, the School moved into its new facility on the GW campus, the Media and Public Affairs Building. GW faculty and students now enjoy classrooms that incorporate advanced technology, a television studio and control room, edit suites, a fully equipped survey research center and state-of-the-art digital equipment. The Media and Public Affairs Building is also home to CNN *Crossfire*, which provides both academic and enrichment opportunities for GW students.

**To view a copy of the Report of the Task Force on the Future of the School of Media and Public Affairs at The George Washington University, visit
www.gwu.edu/~newsctr/smpa/home.html.**

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE

March 25, 2004

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**STANFORD BUSINESS PROFESSOR AND AUTHOR JERRY I. PORRAS
TO DELIVER GW BUSINESS SCHOOL'S ROBERT P. MAXON LECTURE
APRIL 13**

**Co-Author of *Built to Last: Successful Habits of Visionary Companies*,
Porras will Discuss Characteristics of Enduring Firms**

- EVENT:** GW School of Business Robert P. Maxon Lecture delivered by Stanford University Professor and author **Jerry I. Porras**. Business School Dean **Susan M. Phillips** will provide the opening remarks and introduce Porras, who will discuss "Characteristics of Enduring Great Companies: A U.S./Europe Comparison."
- WHEN:** Tuesday, April 13, 6 – 7:30 p.m.
- WHERE:** The George Washington University
Marvin Center, Amphitheater, Third Floor
800 21st Street, NW (Foggy Bottom/GW Metro, Orange and Blue lines)
- COST:** Free and open to the public.

BACKGROUND:

Porras is the Lane Professor of Organizational Behavior and Change (Emeritus) at Stanford University's Graduate School of Business. In 1994, he and co-author James C. Collins published *Built to Last: Successful Habits of Visionary Companies*, which is based on the results of an exhaustive six-year research project aimed at discovering the approaches and behaviors of the most visionary companies of the past two centuries. Translated in 25 languages, it has sold more than one million copies worldwide, and was deemed by *Forbes* as one of the 20 most influential business books.

The Robert P. Maxon Lectureship was established through Dorothy Maxon's generous endowment gift to the School of Business in honor of her husband, Robert P. Maxon (BA '48).

Porras will be available before the Maxon Lecture at 5:30 p.m. for an informal Q&A session with registered media representatives. To register, please contact Robert Moll at (202) 994-2492 or (202) 905-8638 or Megan Doscher at (202) 994-4413.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE

March 25, 2004

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**GW TO HOST SPORTS AND EVENT MARKETING CONFERENCE
APRIL 16 – 17**

Personal Branding and Career Development Focus of Industry Event

EVENT: Representatives and athletes from the NFL, NBA, MLB, NHL, NASCAR, Olympics, MLS, WUSA, WNBA, NCAA and executives in the sports and event marketing and journalism industries will share insights on ways to launch oneself as a marketable brand and develop a career in this high-profile field. GW's Department of Tourism and Hospitality Management, in GW's School of Business, is one of the conference sponsors.

WHEN: Friday, April 16, and Saturday, April 17, 2004

WHERE: The George Washington University, Funger Hall,
2201 G Street, NW, Washington, D.C. (Foggy Bottom-GWU Metro, Orange and Blue lines)

WHO: Confirmed speakers include:
Kevin Plank, founder, Under Armour (Friday's keynote speaker)
Tony Reali, host, ESPN, (Saturday's keynote speaker)
Christine Brennan, columnist and correspondent, *USA Today* and ABC Sports
Donald Dell, senior vice president, marketing, management, and television, SFX Sports
Linda Higgison, CEO, The TCI Companies
Patrick McGee, vice president of marketing and athlete representation, Octagon
Jeffrey Pollack, director of new media, NASCAR
Clay Walker, senior vice president of marketing, NFL Players, Inc.
Michael Wilbon, host and columnist, ESPN and *The Washington Post*

COST: For registration information and complete agenda visit www.sportsandeventsexperience.com.

BACKGROUND:

The Department of Tourism and Hospitality Management in GW's School of Business offers courses and programs in sports, event and hospitality management at the graduate and undergraduate levels. Students in the School's Bachelor of Business Administration, Master of Business Administration, and Master of Tourism Administration programs can concentrate in sport management, a concentration that prepares students to market and manage sports events, organizations, media, products and athletes as well as sport tourism destinations and facilities.

Increasingly, GW's business school is regarded as one of the world's best. *U.S. News & World Report* has ranked GW's undergraduate business programs in the top 50 for four consecutive years. Meanwhile, *U.S. News* ranked GW 65th, *Forbes* ranked GW 66th and *BusinessWeek* ranked GW in the top 70 for full-time M.B.A. programs.

**For more information on the Department of Tourism and Hospitality Management,
visit www.gwutourism.org.**

For more information about the School of Business, please visit www.sbp.m.gwu.edu.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE:
March 30, 2004

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EVENT CONTACT: Jennifer King
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GW PROFESSORS DISCUSS AND SIGN THEIR BOOKS APRIL 2 AT GELMAN LIBRARY

EVENT: Four professors from The George Washington University will discuss and sign copies of their most recent books: **Fran Lisa Buntman**, assistant professor of sociology (*Robben Island and Prisoner Resistance to Apartheid*); **Gerald W. Brock**, professor of telecommunication, public policy and public administration (*The Second Information Revolution*); **Christopher Sterling**, professor of media and public affairs and public policy and public administration (*Encyclopedia of Radio*); and **James Millar**, professor of economics and international affairs (*Encyclopedia of Russian History*).

WHEN: April 2, 2004
10 a.m.-Noon

WHERE: The George Washington University
Gelman Library, Special Collections, 2nd Floor
2130 H Street NW, Washington, D.C.
(Foggy Bottom-GWU Metro, Blue and Orange lines)

COST: Free and open to the public.

BACKGROUND:

The University Bookstore will have copies of *Robben Island and Prisoner Resistance to Apartheid* and *The Second Information Revolution* for sale at the event. Copies of the *Encyclopedia of Radio* and *Encyclopedia of Russian History* will not be available at the event but can be ordered through the University Bookstore.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

- GW -

FOR IMMEDIATE RELEASE:
March 26, 2004

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**GW COLLEGE OF PROFESSIONAL STUDIES AND VIRGINIA TECH
ANNOUNCE NEW EDUCATIONAL PARTNERSHIP**

**Collaboration will Focus on the First Accredited 3-Year Professional Master of Landscape
Architecture Degree Offered in the D.C. Metro Region**

WASHINGTON – The George Washington University's College of Professional Studies (CPS) and Virginia Tech (Tech) announced today a strategic partnership focused on the cooperative offering of the first Master of Landscape Architecture (M.L.A.) degree in the Washington, D.C., metropolitan area.

The unique GW-VT partnership will provide a coordinated application process through which students will be simultaneously admitted to Tech and GW for the purposes of earning credits towards a GW graduate certificate and completion of Tech's M.L.A. degree. It also will provide an opportunity for students who are currently enrolled in, or who have completed, the Landscape Design Graduate Certificate Program at GW to subsequently apply to Tech's accredited M.L.A. program. Distinguished for more than 30 years, the GW Landscape Design Program recently was converted from professional development into the GW Graduate Certificate in Landscape Design.

"This partnership will raise the quality, stature and marketability of both programs through mutually beneficial cooperation and curriculum coordination," said Donald R. Lehman, executive vice president for academic affairs.

"GW created CPS to work at the forefront of curricular innovation to respond to specialized education needs of professional communities today," added CPS Dean Roger Whitaker. "Indeed, the profession of landscape architecture has recently identified an impending crisis in the supply of qualified graduates. With the burgeoning growth of environmental responsibility in urban projects, practitioners are exerting significant pressure on the academy to graduate more students. This innovative cross-institutional program is a direct response to this need."

Through their partnership, GW and Tech have developed a program of related courses in design and horticulture that can be combined to satisfy the requirements for a master's degree in landscape architecture. The parties also are working together to offer a number of advanced workshops for students and alumni to sharpen specific skills they can use in the marketplace. Community assistance and outreach projects are also on the drawing board.

- more -

Professor Dean Bork, head of Tech's Department of Landscape Architecture said, "We are very pleased to be able to expand our collaborations with GW's College of Professional Studies. Combining the strengths of their time tested graduate level program in landscape design with the advantages of our Alexandria Center creates an M.L.A. program that, in a very short period of time, will compete effectively for the best students from the national and international applicant pool."

Virginia Tech's College of Architecture and Urban Studies established the Washington Alexandria Architecture Center nearly 25 years ago. The Alexandria Center is now home to graduate degree programs in Landscape Architecture, Architecture, Urban and Regional Planning, Natural Resources, and Public Administration and Policy. As the urban extension of its main campus home in Blacksburg, Virginia, the Center encourages learning and teaching across a spectrum of design disciplines. The M.L.A. program offered through the center distinguishes itself as a community of students and faculty committed to exploring the urban landscape through principles of ecological design. It explores and expands upon the design processes related to the urban environment of the National Capital area by using the "city as classroom" and is ideally situated to utilize the resources of the design, planning, conservation, and development communities of the Washington, D.C. National Capital area.

Located four blocks from the White House, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business/public management and international affairs. Each year, GW enrolls a diverse population of undergraduates, graduate and professional students from all 50 states, the District of Columbia and more than 140 countries.

For more news and information about the GW Graduate Certificate in Landscape Design, contact Program Director Adele Ashkar at aashkar@gwu.edu, or call (202) 572-5689. For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE

March 31, 2004

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**WAYNE T. HOCKMEYER, CHAIRMAN, FOUNDER AND FORMER CEO OF MEDIMMUNE, INC., AND CURRENT PRESIDENT OF MEDIMMUNE VENTURES, TO BE HONORED AS
GW SCHOOL OF BUSINESS CEO OF THE YEAR
APRIL 14**

EVENT: Wayne T. Hockmeyer, chairman, founder and former CEO of MedImmune, Inc., and current president of MedImmune Ventures, will receive The George Washington University School of Business' 2004 CEO of the Year Award.

WHEN: Wednesday, April 14, Noon

WHERE: The George Washington University
Marvin Center, Continental Ballroom
800 21st Street NW, Washington, D.C.
(Foggy Bottom-GWU Metro, Orange and Blue Lines)

COST: Individual tickets are \$50.
Corporate sponsorship, which includes a private reception with Hockmeyer and a table for 10, is \$600.

BACKGROUND:

Following a 20-year career as an officer in the U.S. Army, during which he was chairman of the Department of Immunology at the Walter Reed Army Institute of Research, Hockmeyer founded MedImmune, Inc. in 1988. Under Hockmeyer's leadership, Gaithersburg, Md.-based MedImmune became one of the five top biotechnology companies. In 1998, MedImmune launched its flagship product, Syngis® (palivizumab), the first and only monoclonal antibody approved by the U.S. Food and Drug Administration to prevent an infectious disease.

The CEO of the Year Award was established in 1983 to honor prominent leaders in business. It is presented by the school's alumni association to individuals who have demonstrated exceptional skill in management, dedication to the community and a commitment to the advancement of business education. Past honorees include John Akers, CEO of IBM; James Johnson, chairman of FannieMae; Ted Turner, founder of Turner Broadcasting System, Inc.; and Mort Zuckerman, editor in chief of *U.S. News & World Report*.

Increasingly, GW's management school is regarded as one of the world's best. *U.S. News & World Report* has ranked GW's undergraduate business programs among the top 50 for four consecutive years. Meanwhile, *U.S. News* ranked GW 65th, *Forbes* ranked GW 66th and *BusinessWeek* ranked GW in the top 70 for full-time MBA programs. The MBA program also has been recognized by the World Resources Institute as "cutting-edge" for leadership in training students in social and environmental stewardship.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE:

March 31, 2004

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**GW'S COLUMBIAN COLLEGE OF ARTS AND SCIENCES ANNOUNCES NEW
WORLD LITERATURE RESIDENCY PROGRAM**

**Githa Hariharan, the Program's First Writer in Residence, to Deliver Lecture April 6 and
Reading April 15**

WASHINGTON – The George Washington University's Columbian College of Arts and Sciences announces the creation of its World Literature Residency, an initiative to bring international authors writing in English to campus. The first Writer in Residence is Githa Hariharan, a novelist of international acclaim from India.

Hariharan will present a lecture entitled "In Times of Siege: Real Sites, Disputed Sites" April 6, at 8 p.m. in the Continental Ballroom of GW's **Marvin Center, located at 800 21st Street, NW**. The lecture will focus on the rise of fundamentalism in India, the use of violence as a means of censorship, and the vulnerability of historical and cultural landmarks to demolition. On April 15, at 8 p.m., she will read from her fiction in the Marvin Center's third floor amphitheatre. Both events are free and open to the public.

"We're thrilled to begin the World Literature Residency at GW's Columbian College of Arts and Sciences and to host our first Writer in Residence Githa Hariharan," said Vikram Chandra, associate professor of English. "This program will allow students, neighbors and the general public to hear directly from some of the most significant international authors of our time."

The program's Writers in Residence are supported for a short-term residency. While at GW, participants will engage the faculty, students and the community through readings, discussions and informal meetings to highlight the global context of literary and creative work.

In Times of Seige is Githa Hariharan's latest novel. Her first novel, *The Thousand Faces of Night* (1992), won the Commonwealth Writers Prize. Since then, she has published a collection of stories, *The Art of Dying* (1993), followed by two novels, *The Ghosts of Vasu Master* (1994) and *When Dreams Travel* (1999). She also has edited *A Southern Harvest*, a volume of stories in English translation from four major South Indian languages, and co-edited a collection of stories for Indian children. Hariharan's work has been translated into French, Spanish, Italian, Dutch and Greek.

For more news and information about GW's World Residency Program, contact Vikram Chandra at (202)994-1963 or vcp@gwu.edu.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.